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## **EFFECTIVE MOTIVATION AS AN IMPORTANT PART OF ENTERPRISE STAFF MANAGEMENT**

The main goal of the motivation process is to obtain the maximum return from the use of available labor resources which allows increasing the overall effectiveness and profitability of the enterprise. Every enterprise strives to achieve success in its activities. The motivation of work is one of its components. Many scientific works and many years of experience gained in the practice of our country and abroad are devoted to this problem. In recent years there has been an increase of interest in problems of management and motivation of all workers, more advanced methods are appearing which should contribute to increasing labor productivity.

It is generally known when forming a motivation system, the main levers of influence on the emergence of employee motives for activities aimed at achieving the company's goals are economic, administrative and socio psychological ones. According to the theory of A. Maslow, the economic methods of motivating employees work with great benefit until a certain time when physiological needs are met, then the need to meet social needs increase. As a result, economic methods alone are not enough to create an effective labor incentive system.

Therefore, it is worth implementing social and psychological methods of motivating personnel. Considering the established organizational culture and management style, it is advisable to use the following socio - psychological methods that are most effective and acceptable for stimulating employees of domestic enterprises:

- social regulation - exchange of experience of members of functional departments;
- social normalization - establishment of rules of internal order;
- humanization of work - creation of working conditions that have a favorable effect on the psyche of employees;
- moral stimulation of employees who have achieved the best indicators at work [2, c. 142].

To form an effective system of motivation and stimulation of personnel it is necessary to be able to combine correctly the material and moral incentives which can be done based on studying experience in this direction. Adequate evaluation of the process of motivation and stimulation at the enterprise and skillful management compose the main aspect of the economic interests ensuring of various enterprises' employees. For the effective management of the enterprise, it is necessary to form an appropriate system of personnel incentives which can be applied in other practices.

Today, domestic enterprises use a wide range of modern and adequate forms and methods of influence to the employee's motivation the development of their creative initiative and entrepreneurship which are ultimately aimed at increasing the efficiency of the enterprise. However, a constant debatable issue is the justification and implementation of an economically reasonable amount of remuneration to the employee and a rational combination of all forms of economic incentives with non-economic ones.

A rational system of motivation of a production enterprise in modern economic conditions, considering the analysis of the activity of specific workplaces must meet the following conditions:

- the presence of clear requirements for the functional duties of employees with the definition of the necessary qualifications, which are formalized in the job instructions;
- a guaranteed level of rewards for flawless performance of functional duties by the employee;
- a clearly defined degree of responsibility for improper performance of their direct functional responsibilities of the employee, which are clearly agreed with the current labor legislation and defined in the collective agreement contracts;
- availability of duly approved documentary support for the above measures;

A properly substantiated system of motivation of a manufacturing enterprise ultimately aims at establishing a balance between the economic and social interests of the interested parties (the employee and the employer) [3, с. 143].

The health care system is one of the most important components of the social sphere. It is the activities of the health care industry that influence the formation of the health of the population, which in turn determines the prospects of socio-economic, scientific, and cultural development of any society. The effectiveness of the health care system, medical facilities in particular, is largely determined by their resource provision, primarily personnel.

Today in Ukraine there is an acute shortage of managers in the field of health care who will be able to make responsible, independent, effective management decisions of a strategic nature. Accordingly, the issue of building an effective system of training managers in the field of health care remains extremely relevant. The importance of health care cannot be overstated. That is why such a sensitive social sphere needs highly qualified personnel, particularly managerial one [1].

The leading role of effective management is to reduce the impact of risks on the health care system from the state level of industry management to the management of a specific health care institution. The reform of healthcare and education initiated at the legislative level is gradually changing the situation for better. This especially applies to the autonomy of medical institutions, since these are the managers who are responsible for the organization of all processes of medical care for the population.

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